



NEWSLETTER

Your weekly IR publication

17 April, 2025

WEEKEND READING LIST

- Tariffs in context: Impact & positioning ([BNY](#))
- How GCCs are rewriting the playbook for driving strategic innovation ([EY](#))
- How IR teams can benefit from AI – starting with data quality ([IR](#))

EVENTS

MEIRA ANNUAL CONFERENCE 2025 - EARLY BIRD

The 10% early bird discount for MEIRA Conference sponsorships **expires 18 April**. With sponsors already securing their spots, now is the time to act.

Align your organisation with the region's most prestigious capital markets event – a definitive platform to elevate your brand's profile among senior decision-makers and institutional investors.

Time is of the essence – we recommend securing your sponsorship package without delay to guarantee optimal positioning.

Contact us today to reserve your place.

[Download the Brochure](#)

MEIRA CHAPTER EVENTS

After the Eid break, MEIRA members have **a full agenda of chapter meetings across the region**, offering valuable opportunities to connect, exchange insights, and stay ahead of key

Monday, April 21 | Abu Dhabi ([Info](#))

Monday, May 5 | Jeddah ([Info](#))

Tuesday, April 22 | Dubai ([Info](#))

Wednesday, May 28 | Bahrain ([Info](#))

Wednesday, April 23 | Kuwait ([Info](#))

Thursday, May 29 | Oman ([Info](#))

Speakers and detailed agendas will be available soon on our online event calendar.



THE 15th EGYPT CSR AND SUSTAINABLE DEVELOPMENT FORUM

We are pleased to inform you that MEIRA will be taking part in the upcoming **15th Egypt CSR and Sustainable Development Forum**, to be held from **7–10 May 2025** at the **Tolip Resort El Galala Majestic**. Under the theme **"Leadership towards Sustainable Impact and Growth"**, the forum will bring together thought leaders and industry experts to explore key issues including sustainability standards, technological innovation, sustainable finance, and sector-wide opportunities and challenges.

We are also delighted to announce that **Paolo Cassamassima** will be speaking at the forum, contributing valuable insights on the role of leadership in shaping sustainable and resilient futures. The event will offer an excellent platform for meaningful exchange through interactive sessions, roundtables, and workshops – all aimed at equipping organisations with the tools to embed sustainability at their core.

Limited seats available – don't miss your chance to stay ahead in sustainable development and CSR. Connect with top professionals and visionary leaders, explore cutting-edge frameworks and strategies, and gain practical insights on integrating sustainability into your business.

[Book your seat here](#)

[Download the agenda](#)

PUBLICATIONS

MIDDLE EAST IR SURVEY

We want to remind our MEIRA members that the "Middle East IR Survey" is open.

professionals working in listed companies and is not open to service providers or buy-side participants.

The survey takes approximately **9 minutes to complete**, and **all responses remain completely anonymous**.

[Take the survey](#)

ASK THE EXPERTS

The Iridium logo features the word "iridium" in a dark purple, lowercase sans-serif font. To the right of the text are three small, light blue dots arranged horizontally. A decorative graphic of several curved, light blue lines is positioned to the left of the text, extending towards the left edge of the page.

We are excited to unveil the next question and response in our **Ask the Experts** initiative. This week, **Oliver Schutzmann**, Chief Executive Officer of **Iridium Advisors** addresses the query:

How should IR approach communicating long-term strategy versus short-term performance —especially when they don't align?

IR teams should always try to portray an accurate picture of what the company will look like in the future. Annual guidance can help manage expectations over the current year. Strategic targets can show where the company is heading over a 3–5 year horizon. Ideally, short-term targets should accumulate toward the achievement of longer-term strategic objectives - there should be a clear linkage between the two. These two anchors allow the market to assess both short-term performance and long-term ambition.

When performance and strategy appear misaligned, for example, when margins are under pressure due to Capex, or earnings dip temporarily during a strategic transformation, IR should openly explain why that is happening and how it fits into the bigger picture. The goal is not to defend every quarterly result, but to show the logic behind management's decisions and how those decisions are expected to create value over time.

We recommend explaining why short-term results don't tell the full story and to do so in a way that's credible, consistent, and understandable to both the buy-side and the sell-side. Understand what each audience cares about. The buy-side needs to trust the company's direction. The sell-side needs to update their analyst models.

This isn't about spinning the results. It's about connecting the dots: showing how today's numbers, however uncomfortable, fit into a bigger, long-term plan.

If you can hold both timelines in view and communicate them well, it will help the market stay confident in the company, even when performance and ambition don't move at the same pace.

We invite you to join the conversation by **submitting your questions for future editions** of Ask the Experts. Whether it's about Investor Relations, market trends, or corporate governance, share your queries and we'll feature them in upcoming newsletters.

[Ask the experts](#)

PROFESSIONAL DEVELOPMENT

MEIRA offers a comprehensive calendar of professional development courses and webinars throughout the year.

Take a look at our upcoming courses and check our full-year calendar on our website.

Wednesday, April 23 | Corporate communications and reporting. International best practice. Annual Report design and narrative excellence. FTSE 100 and MENA Region award-winning case studies ([Link](#))

Wednesday, April 30 | IR in a global world : The international perspective ([Link](#))

Wednesday, May 7 | Consensus Management. Why provide guidance and best practice for doing so ([Link](#))

Thursday, May 8 | IR in the Financials Sector ([Link](#))

Tuesday, May 13 | The role of rating agencies, and the relation with Investor Relations ([Link](#))

[All courses](#)

NEW MEMBERS

The logo for OQEP, consisting of the letters 'O', 'Q', 'E', and 'P' in a bold, sans-serif font. The 'O' and 'Q' are orange, while the 'E' and 'P' are dark blue.

OQEP was incorporated on 20 May 2009 and registered in the Sultanate of Oman as a limited liability company and was then converted to an SAOC on the Commercial Register on 15 July 2024. On October 28, 2024, OQEP successfully listed its shares, and become a public joint stock, Company.

The Company's core business activities include extraction of crude petroleum and natural gas, drilling of oil and natural gas wells, service activities incidental to the extraction of petroleum and natural gas (excluding surveying) and exploration and prospecting activities for oil or gas fields. The Company is Oman's largest pure-play oil and gas exploration and production company. It is also one of the largest holders of oil and gas reserves in Oman, producing approximately 14% of Oman's total oil, gas and condensate production in 2023. The mission of

growth aspirations. The Company's exploration programme is designed to drive reserves replenishment to support its future growth.

To know more, [click here](#)



Parkin Company PJSC is Dubai's largest provider of paid public parking, managing around 206K spaces as of year end 2024. With nearly three decades of operational excellence, technology expertise, and enforcement capability, Parkin holds a dominant position in Dubai's on and off-street paid parking market and a leading share of the overall paid parking market.

Under a 49-year Concession Agreement with RTA, Parkin exclusively operates on and off-street parking (c.184K spaces) as well as public multistorey facilities (c.3K spaces). Additionally, it manages developer-owned parking facilities (c.19K spaces) across Dubai and provides barrierless parking for Majid Al Futtaim at three malls (c.21K spaces). Additional revenue streams include enforcement, seasonal permits, parking reservations, and commercial activities.

Leveraging advanced digital payment solutions and parking management systems, Parkin successfully facilitated 132 million transactions in 2024.

Dubai's parking operations began in 1995 under Dubai Municipality, later transferring to RTA in 2005. Parkin PJSC was established in December 2023 and completed IPO on the DFM in March 2024.

To know more, [click here](#)

Quick links



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